1987-88
ANNUAL
REPORT

ALBERTA AGRICULTURAL PRODUCTS MARKETING COUNCIL

Alberta
AGRICULTURE

91-00950/

Alberta
AGRICULTURE

Office of the Minister

324 Legislature Building, Edmonton, Alberta, Canada

To Her Honour the Honourable Helen Hunley
Lieutenant-Governor of the Province of Alberta

Madame:

The Alberta Agricultural Products Marketing Council is the agency responsible for the administration of the Marketing of Agricultural Products Act. It oversees the operation of marketing boards and commissions in the province and liaises with federal government agencies. In June 1987 a new Marketing of Agricultural Products Act was proclaimed making 1987-88 a year of significant change for Marketing Council.

As Minister of Agriculture I am proud of the way Council has handled its expanded role, providing effective support to a wide range of components in Alberta's food industry. Council's contributions to Alberta consumers, and to the economic well-being of our province's beef, pork, poultry and specialty crop industries are indeed valuable ones.

Under this new Act, Council also assumed the responsibility of preparing a report summarizing its activities of the previous year. Therefore, it is with great pleasure that I submit the annual report of the Alberta Agricultural Products Marketing Council for the fiscal year ended March 31, 1988.

Respectfully submitted,

Peter Elzinga

Peter Elzinga
Minister of Agriculture

Alberta
AGRICULTURE
Agricultural Products
Marketing Council

J. G. O'Donoghue Building, #305, 7000 - 113 Street, Edmonton, Alberta, Canada T6H 5T6 403/427-2164

Honourable Peter Elzinga
Minister of Agriculture
324 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Sir:

Alberta Agricultural Products Marketing Council would like to present you with a report of our activities for the period April 1, 1987 to March 31, 1988.

The Council would be of the view that the Agriculture industry in the Province has responded very positively to the initiatives and changes which you and your colleagues made to the legislation. The new revised legislation has enabled the existing Boards and Commissions to serve their producers and cope with the new challenges in an ever changing market place more effectively. Council as well, has had a number of inquiries from other organizations developing in the province, as to how the legislation may assist them in growing within Alberta's ever diversifying agricultural economy.

I believe the future of agriculture in Alberta is being greatly enhanced by the availability of this legislation to the agricultural producers in this province.

Respectfully submitted,

Harvey J Buckley

Harvey J. Buckley
Chairman

Alberta
AGRICULTURE
Agricultural Products Act
Appeal Tribunal

J. G. O'Donoghue Building, #305, 7000 - 113 Street, Edmonton, Alberta, Canada T6H 5T6 403/427-2164

Honourable Peter Elzinga
Minister of Agriculture
324 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Sir:

On behalf of the Appeal Tribunal I wish to provide you with our first annual report.

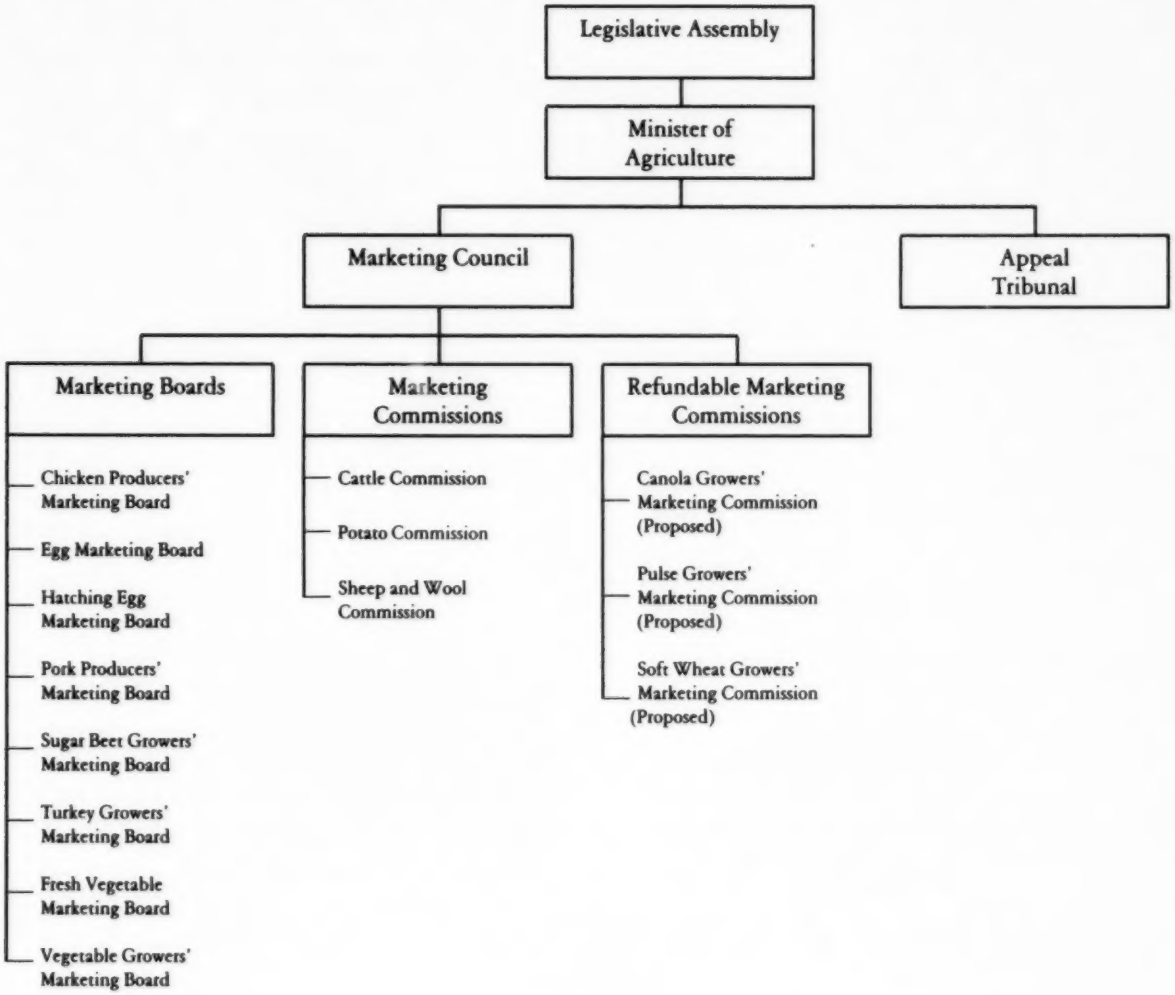
I believe the Appeal Tribunal has been quite successful in meeting its mandate outlined in the revised Marketing of Agricultural Products Act. The Tribunal heard and decided five appeals over the course of the year. I am heartened by the keen support shown by the appellants, respondents and all concerned for this forum.

I am compelled to mention that the hard work and dedication of the Appeal Tribunal staff has contributed significantly to our success.

Respectfully submitted,

Earl Masterson
Chairman

Agricultural Products Marketing Council



ALBERTA AGRICULTURAL PRODUCTS MARKETING COUNCIL - OCTOBER 12, 1988

Top row (from left): Doug Caswell, Dietrich Kuhlmann, Garry Benoit, Ken Smith (General Manager), John Prentice, Frank Spanbauer, Ron Hierath, Aaron Falkenberg, Cliff Foster (Council Secretary).
Bottom row (from left): Isabelle (Dolly) Drake, Peter Elzinga (Minister of Agriculture), Harvey Buckley (Chairman), Tom Thurber (Vice Chairman).

CONTENTS

THE ALBERTA AGRICULTURAL PRODUCTS MARKETING COUNCIL 1

History of the Council 1
Duties of the Council 1

SUPERVISION OF MARKETING BOARDS AND COMMIS `IONS 3

The Alberta Cattle Commission 3
The Alberta Chicken Producers Marketing Board 4
The Alberta Egg and Fowl Marketing Board 5
The Alberta Hatching Egg Marketing Board 6
The Alberta Pork Producers Marketing Board 6
The Alberta Potato Commission 7
The Alberta Sheep and Wool Commission 8
The Alberta Sugar Beet Growers' Marketing Board 9
The Alberta Turkey Growers' Marketing Board 9
The Alberta Fresh Vegetable Marketing Board 10
The Alberta Vegetable Growers' Marketing Board 11

NATIONAL MARKETING AGENCIES 13

The National Farm Products Marketing Council 13
The Canadian Chicken Marketing Agency 13
The Canadian Egg Marketing Agency 13
The Canadian Turkey Marketing Agency 14
The Canadian Broiler Hatching Egg Marketing Agency 14

COUNCIL MEMBERS AND STAFF 15

COUNCIL'S 1987-1988 ACTIVITIES 17

Change in Staff and Council Personnel 17
Quota Management 17
New Marketing Plans Reviewed in 1987 17

REVIEWS AND APPEALS UNDER THE ACT 19

Members of the Appeal Tribunal 19
Appeal Against the Alberta Egg and Fowl Marketing Board 20
Appeal Against the Alberta Chicken Producers' Marketing Board 20
Appeal Against the Alberta Turkey Growers' Marketing Board 21
Appeal Against the Alberta Turkey Growers' Marketing Board #2 21

ALBERTA AGRICULTURAL PRODUCTS MARKETING COUNCIL

History of the Council

The Alberta Agricultural Products Marketing Council was established in 1965 by the Marketing of Agricultural Products Act. It is a corporate body whose purpose, in administering the Act on behalf of legislation under the supervision of the Minister of Agriculture, is to facilitate and regulate the establishment and operation of various producer marketing plans.

Marketing Plans, once approved, allow for the establishment of marketing boards and commissions. These Plans delegate regulation making powers to producer organizations which enable them to control themselves as producers, and the marketing of their products. The Marketing Council, with its statutory and regulation making powers, supervises the establishment and ongoing operations of boards and commissions.

In 1972, the Minister expanded the number of members of the Council to eight, and revised its terms of reference to be consistent with the Alberta Government's and the Alberta Department of Agriculture's marketing policies for agricultural products. The new Council was requested to minimize regulatory functions wherever possible in order to assist in stimulating, encouraging, and supporting Alberta's marketing boards and commissions with the goal of making them aggressive "marketers" in both domestic and international sales arenas. Of primary concern to the Government was ensuring that Alberta boards and commissions did not become so "inward looking" that market opportunities for Alberta were lost. Alberta is a net exporter of much of its agricultural production and therefore must continue to establish and maintain viable exports markets.

The Marketing of Agricultural Products Act was amended again in 1987 and received Royal Assent on June 15, 1987. This involved a major review of the legislation and focused on the previous 10 years of experience in administering to marketing legislation. While the basic structure of the legislation did not change, the balance of administrative powers did. The Act now requires a more direct involvement of Cabinet and the Minister of Agriculture.

Duties of the Council

The Alberta Agricultural Products Marketing Council was established to act as a supervisory body for marketing boards and commissions. In order for a producer group to become a marketing board or commission, it must produce a marketing plan for ultimate approval by the Lieutenant Governor in Council. Should a marketing Plan be approved, and this may require a producer plebiscite, the Marketing Council then has the authority to grant regulation making powers to marketing boards and commissions. Council also must then approve on a continuing basis, the regulations passed or amended by each board and commission. Council's duties, as stated in the Act, are as follows:

a) advising the Minister of matters relating to the establishment, operation and control of boards and commissions;
b) reviewing each proposed plan submitted to it and deciding whether to hold public hearings or meetings in respect of a proposed plan;
c) making recommendations to the Minister respecting the establishment, amendment and termination of a plan;
d) conducting votes on plans for the establishment, amendment or termination of plans and of boards and commissions;
e) supervising the operation of boards and commissions;
f) administering the regulations made under this Act;
g) performing any other duties and functions necessary in exercising the authority given to it under this Act and the regulations;
h) carrying out any other duty assigned to it by the Minister or the Lieutenant Governor in Council.

SUPERVISION OF MARKETING BOARDS AND COMMISSIONS

At present the Alberta Agricultural Products Marketing Council supervises the operations of eight marketing boards and three commissions. Council advises the marketing boards and commissions under its supervision of their responsibility not only to producers but to other sectors of the industry and the public. It is important to note that Council's concern is not only for the boards and commissions but for the welfare of the industry as a whole. The Marketing Council is responsible for:

- The Alberta Cattle Commission
- The Alberta Chicken Producers' Marketing Board
- The Alberta Egg and Fowl Marketing Board
- The Alberta Hatching Egg Marketing Board
- The Alberta Pork Producers' Marketing Board
- The Alberta Potato Commission
- The Alberta Sheep and Wool Commission
- The Alberta Sugar Beet Growers' Marketing Board
- The Alberta Turkey Growers' Marketing Board
- The Alberta Fresh Vegetable Marketing Board
- The Alberta Vegetable Growers' Marketing Board

The Marketing Council, in fulfillment of it's mandate, participated in many supervisory exercises during the year. These exercises are as follows:

- Council representatives attended annual and producer meetings of boards and commissions
- Council reviewed the minutes and financial reports of boards and commissions
- Council held joint meetings with officials of marketing boards and commissions
- Council reviewed the annual reports of the boards and commissions
- Council held joint meetings with marketing boards and commissions to receive their input on the new Act
- Council approved regulations and amendments to board and commission Plans
- Council represented those boards under national plans as required by Federal and Provincial agreements
- Council assisted marketing boards in the development of trade regulations and export initiatives

The following pages summarize the roles of each of the boards and commissions now operating in the Province of Alberta.

The Alberta Cattle Commission

The Alberta Cattle Commission Plan was implemented in 1969. The function of the Commission is to collect a service charge for promotion, advertising and research. The objectives of the Plan are to:

a) carry out programs to assist producers of, processors of and dealers in cattle in achieving proper methods of production, processing, grading and marketing of cattle;
b) carry out studies and research with respect to
   i) the production, processing, grading and marketing of cattle, and
   ii) consumer needs and demands as they relate to the cattle industry.
c) carry out promotional activities in respect of production, processing, grading and marketing of cattle;
d) advise governments on matters concerning the cattle industry;
e) support and co-ordinate with other organizations which have objectives similar to those of the Commission;
f) monitor and recommend quality standards.

The Alberta Cattle Commission is composed of several committees, each of which works in a particular area to enhance that sector of the industry. The current committees focus on these issues: Feed Grains, Market Information, Animal Health and Beef Production, Land Use, Promotion, Product and Market Development, Credit, Tax and Producer Liaison.

In 1987 there was a release of new research data which established that beef has a lower fat and cholesterol level than was previously reported by Health and Welfare (Canada). The release of information had a positive effect on the promotional efforts of the Alberta Cattle Commission. The Commission was actively involved in promotional activities which included such things as the distribution of recipe books and brochures, television and print ads and display programs in shopping malls.

The Market Development Committee has spent time working with Alberta Agriculture on developing new markets for Alberta beef in the United States, Japan, Hong Kong and other provinces in Canada. The Commission participated in a Trade mission to Japan. Japan is a rapidly growing market for Alberta beef.

During the year, at Council's request, the Commission completed a full assembly and update of their producers' list. This was done from brand inspection records and revealed that there are over 39,000 cattle producers in the province. The Commission will continue to update this list with a complete review of the producer list every five years or more often as the need arises.

In 1987, the Alberta Cattle Commission made application to change their regulations. The Commission felt that changes were needed to reinforce their powers to collect levies in the channels through which cattle are sold. When approved, it is hoped that these changes will eliminate all "slippage"; that is, they will ensure that a service charge is collected each time an animal is sold.

The members and staff of the Alberta Cattle Commission are:

Len Vogelaar (Chairman)	627-2078	Pincher Creek
Gladys Wacowich (Vice Chairman)	942-4168	Redwater
Albert Pimm	338-2271	Grimshaw
Robert Mitchell	627-2106	Pincher Creek
Des Carney	443-7369	Three Hills
Dennis Laycraft (General Manager)	291-4800	Calgary

The Alberta Cattle Commission office is located in Calgary at #241, 2116-27 Avenue N.E. (291-4800).

The Alberta Chicken Producers' Marketing Board

The Alberta Chicken Producers' Marketing Plan was implemented in 1965. It was the second chicken marketing board to be formed in Canada. The Board's function is to set prices to be paid to producers and to allot marketing quotas for all production within the Province. As stated in the Plan, the Board's duties are:

a) To maintain a fair stabilized price for the regulated product;
b) To develop and maintain the orderly marketing of the regulated product;
c) To provide a uniform high quality of regulated product for the market;
d) To maintain adequate advertising and promotion of the regulated product;
e) To ensure a continuous year round supply of the regulated product for the trade and consumer market;
f) To work with marketing boards having similar objectives which may be established in other provinces of Canada; and
g) To make regulations providing for the marketing of broilers, roasters and rock cornish chicken through separate quotas for each category, including without limitation
   i) The fixing and allotting of,
   ii) the refusing to fix and allot,
   iii) the reducing of or refusing to increase, or
   iv) the transferability or non-transferability of, quota for each category.

There is a national agency, the Canadian Chicken Marketing Agency, which regulates the level of provincial production in all provinces except the Northwest Territories. Alberta at the present has chosen not to join the Agency. The Alberta Board does, however, participate with the National Agency on a year-by-year contract and obtains an annual allocation for chicken production for the Province of Alberta.

In the early 1970's the Alberta Chicken Producers' Marketing Board started to issue permits to producers to raise roasters (birds of more than 2.5 kilograms live weight). This production was separate from the existing production under quotas, as the quota applied to broilers (live weight of between 1 and 2.5 kilograms). In 1984 the Board began the process of changing the roaster permits to quota. This was accomplished through a series of grower meetings, leading ultimately to changes in the Board's Plan and regulations. The process required the use of a "Roaster Factor" which is a formula that converts a producer's permit production to the equivalent total chicken production by weight. In 1987 there was an amalgamation of roaster factor and broiler quota into what is now called "chicken quota". When a grower amalgamated, his roaster factor became 'advance quota' which is a special category distinctly different from the original broiler quota granted by the Board.

In the beginning the proposed amalgamation resulted in much disagreement and several producer appeals to the Marketing Council. As a result in late 1987, Council undertook an audit of the Alberta Chicken Producers' Marketing Board's records on roasters produced under permit. The audit covered the period from 1979 to 1984 which had been the agreed base period for determining production in the amalgamation process. The audit verified marketings rather than placements and identified the reasons for the changes that were made to placements during this period. The audit also resolved the major difficulties which arose in setting the quotas granted.

The Alberta Board continued its promotional efforts during the year. The Board, in 1987, participated in two trade shows where approximately 8,000 recipe books were distributed. Also, since November, a home economist

has been preparing selections from those booklets on a television variety program. This promotional campaign is a pilot program which, depending on its effectiveness, may be expanded.

The Board members and staff of the Alberta Chicken Producers' Marketing Board are:

David Falkenberg (Chairman)	742-4557	Stettler
Ben Luellau	556-2423	Olds
Dale Steckly	337-2066	Carstairs
Vic Wiens	662-2122	Tofield
Eugene Ewasiuk	556-2423	Holden
Jack Dueck (Secretary-Manager)	488-2125	Edmonton

The Board office is located in Edmonton at Suite 101, 11826 - 100 Avenue (488-2125).

The Alberta Egg and Fowl Marketing Board

The Alberta Egg and Fowl Marketing Plan was implemented 21 years ago in 1967. The function of the Alberta Egg and Fowl Marketing Board is to set prices to be paid to producers and to allot production and marketing quotas. The Plan outlines the objectives of the Board, the main ones being:

1. a) to establish quotas for the marketing of eggs and fowl;
   b) maintain a fair, stabilized price for eggs and fowl;
   c) develop and maintain the orderly marketing of eggs and fowl;
   d) provide a uniform, high quality of eggs and fowl for the market;
   e) maintain adequate advertising and promotion of eggs and fowl;
   f) ensure a continuous, year round supply of eggs and fowl for the trade and consumer market;
   g) work with marketing boards having similar objectives which may be established in other provinces of Canada;
   h) acquire facilities for the processing and disposition of eggs;
   i) for the purpose of carrying out the general intent of the Plan to acquire as principle eggs produced in Alberta and to dispose of such eggs through whatever means the Board considers expedient;
   j) to establish minimum prices from time to time below which processors, wholesalers and producer graders may not sell eggs in Alberta.
2. To provide for the prohibition of the marketings of eggs through the regular marketing channels where such eggs are not marketed under or pursuant to a quota.

The Alberta Board participates as a full voting member in the national agency, the Canadian Egg Marketing Agency.

Since the implementation of the revised Act, the Board is working on revisions and updates to the present Alberta Egg and Fowl Marketing Plan 1967. This is to bring the Plan in line with the new Act.

On August 1, 1987 the Board sold Alberta Eggs to Lilydale Cooperative Limited. Alberta Eggs was an egg processing facility in Edmonton which was owned by the Alberta Egg and Fowl Marketing Board. The facility was primarily used to process the production of the unregulated producers in the province. These are producers with 300 or less laying birds.

The Alberta Egg and Fowl Marketing Board was heavily involved in promotional activities during the year. The Board's goals in participating in these activities were:

1. to increase the awareness of and demand for eggs; and
2. to emphasize the nutritional value and the speed and ease of preparing eggs.

Promotional activities include trade show displays, mall displays, demonstrations and television show appearances. The Board provides educational material in the form of brochures to schools across the province (kindergarten through grade 12). Also, the Board provides merchandising materials produced by CEMA (placemats, recipe cards, brochures, etc.) to restaurants, caterers and institutions to be used in promoting egg dishes on their menu. "July is Egg Month" is a national retail promotion which the Board supports with in-store demonstration programs.

The members and staff of the Alberta Egg and Fowl Marketing Board are:

Don Cook (Chairman)	987-2277	Winterburn
Paul Gross	627-4021	Pincher Creek
Rudy Kiist	782-6606	Lacombe
Merlyn Mayer	766-3197	Wembley
Charlie Van Arnam	337-2188	Carstairs
Manfred Kanehl	963-6957	Stony Plain
Floyd Van Slyke	343-2994	Red Deer
Warren Chorney (General Manager)	250-1197	Calgary

The Board office is located in Calgary at #15, 1915 - 32 Avenue N.E. (250-1197).

The Alberta Hatching Egg Marketing Board

The Alberta Hatching Egg Marketing Plan was implemented in 1982. The function of the Board is to negotiate prices to be paid to producers by hatcheries for broiler hatching eggs, and to allot production and marketing quotas. As outlined in the Plan the duties of the Board are:

a) to maintain a fair price for the regulated product;
b) to develop and maintain a system of orderly marketing of the regulated product through regular marketing channels;
c) to ensure the availability of an adequate supply of the regulated product to meet market demand;
d) to ensure a high quality regulated product is available to the market;
e) to establish a system of quotas for the marketing and production of the regulated product;
f) to establish negotiating agencies to adopt or settle matters regarding minimum prices and terms, conditions and forms of agreements relating to the marketing of the regulated product;
g) to work and cooperate with marketing boards and other organizations having objectives similar to or compatible with the objectives of the Board.

The Alberta Board became a full fledged member of the newly formed National Agency, the Canadian Broiler Hatching Egg Marketing Agency, in August 1987. The main purpose for the establishment of the National Agency was to regulate, on a national basis, the production and sale of broiler hatching eggs within Canada.

In 1983 the Alberta Marketing Council conducted a study of quota transfer policies in Canada. Council used the study and the input from the affected marketing boards to develop a new quota transfer policy. The new policy allows marketing boards and producers to transfer quota both with and without facilities; the previous policy did not allow for the transfer of quota without production facilities. In 1987, the Alberta Hatching Egg Marketing Board adopted Council's new Quota Transfer Policy. The Alberta Hatching Egg Marketing Board was the first poultry board in Alberta to allow quota to be transferred without facilties. While this is a significant change for the Board, it is not expected that there will be buying and selling of quota on a large scale or that quota price will be largely inflated.

The Board's public relation work in 1987 consisted of informing producers of industry news by means of circulars, newsletters, regional meetings and personal contact.

The Alberta Hatching Egg Board members and staff are:

Terry Fast (Chairman)	877-3928	Ferintosh
George Wickersham (Vice Chairman)	546-3063	Linden
Case Hoetmer	348-5507	Clyde
Dave Thiessen	345-4229	Coaldale
Clarence Tiemstra	674-5721	Neerlandia
Wally Landreth (Secretary Manager)	451-5837	Edmonton

The Board office is located in Edmonton at 14815 - 119 Avenue (451-5837).

The Alberta Pork Producers Marketing Board

The Alberta Pork Producers Marketing Plan was proclaimed in 1968. In the years prior to the formation of the Board, the base price for Alberta hogs was established by the selling of hogs at terminal markets through public auction. However, by 1968, the establishment of the base price became a difficult task as more that 97 per cent of Alberta's hogs were being sold through limited negotiation or on a noncompetitive basis. The result was a lack of efficient pricing and market information. The Board was established by a producer vote to provide a more equitable and efficient facility through which packers offer to purchase hogs by teletype for subsequent producer acceptance and delivery.

The Board's duties, as outlined in the Plan, and in summary are to:

a) establish facilities through which producers shall sell hogs, and without restricting the generality of the foregoing, to establish a teletype system as one of the selling mechanisms available to the Board for the marketing of hogs;
b) provide relevant educational information and to conduct or assist in the carrying out of studies and research relating to the production, marketing, quality improvement and consumption of pork products;
c) establish methods and conditions of sale in respect of hogs, and without restricting the generality of the foregoing, including pre-delivery sales;
d) provide prompt and accurate information services to assist in promoting orderly marketing procedures;
e) encourage the improvement of assembly, trans-

portation and handling facilities for hogs;

f) co-ordinate and improve understanding within the swine industry and between the swine industry and other related industries;
g) work with marketing boards or other agencies having similar objectives which are established in other regions, and without limiting the generality of the foregoing, to operate joint selling facilities;
h) provide for all buyers of hogs equal opportunity to bid on hogs sold by or through an electronic communications system provided by the Board;
i) act as principal in the development of a market for hogs and processed pork, with power to undertake and carry out all aspects of such marketing related thereto;
j) use service charges and such other sources of capital as are available to carry out the development of an export market for hogs and processed pork;
k) establish from time to time, the manner in which the teletype system will operate and the information contained on the teletype tape, including but without limiting the generality of the foregoing, the power to determine the range but not the price, within which the hogs may be offered for sale.

As part of its ongoing promotion efforts, the Alberta Pork Producers Marketing Board in 1987 released its new promotion program known as the New Fresh Pork Program. The program is based on well trimmed, boneless pork cuts from the loin. Retail counters display nutritional and serving information along with the product. The program also involves in store demonstrations and media advertising. The new Fresh Pork Program has been well received by the consumer and will continue to expand in 1988.

Recently, in response to a considerable number of producer inquiries the Board moved from daily pooling to weekly pooling for producer payments. The change has been well accepted by producers.

The Alberta Pork Producers Marketing Board continues to support research in the agricultural industry. The Board's 1987 research spending exceeded $200,000. The Board contributed funds totalling $35,000 per year to three research projects at the University of Alberta. Also, a contribution of $75,000 was made to the U of A swine barn. The Board also shares $42,000 of a $100,000 per year pork research chair at the Veterinary Infectious Disease Organization (VIDO) and is committed to fund a five year reproductive physiology chair at the University of Alberta which will cost $50,000 per year beginning in 1988.

The Alberta Board and other Canadian pork marketing boards are considering a change of name. The reason for this is that there has been considerable confusion as to the Board's role and function. The Alberta Pork Producers Marketing Board has been confused with those boards that have price setting and supply management powers. It has been suggested that the words "Marketing Board" be dropped from the name. Discussions in this regard will continue.

The members and staff of the Alberta Pork Producers Marketing Board are:

Roy Barrett (Chairman)	783-5192	Ponoka
Bill Devereux (Vice Chairman)	998-3165	Fort Saskatchewan
Ralph Erb	832-2352	Seven Persons
Vern Meek	546-2584	Acme
Dan Astner	877-2519	Ferintosh
Victor Chrapko	657-2275	Brosseau
Rick Ennis	736-3834	Radway
Ekhard Tiller	349-2087	Westlock
Art Rempel	567-2444	Grande Prairie
Ed Schultz (General Manager)	474-8288	Edmonton

The Board office is located in Edmonton at 10319 Princess Elizabeth Avenue (474-8288).

The Alberta Potato Commission

The Alberta Potato Commission Plan was implemented in 1966. It's function is to collect a levy from producers for potato promotion, advertising and research. The duties of the Commission, as outlined in the Plan, are:

a) to make, conduct and carry on studies and research in connection with the production, processing and marketing of potatoes including study and research dealing with the industrial and other uses of potatoes and the by-products of potatoes;
b) to assist, aid and educate growers, processors and dealers in proper methods regarding the production, processing and marketing of potatoes;
c) to organize and conduct advertising campaigns and to carry on sales promotion activity dealing with the production, processing and marketing of potatoes;
d) to establish and control the use of a distinctive trade mark or design in order to ensure adherence to quality standards as established by the commission;

e) to issue licenses to growers and dealers on the terms and conditions hereinafter set forth;
f) to support and assist the Alberta Potato Growers' Association by making such financial contributions as the commission, with the approval of Council, deems necessary;
f.1) to participate in a program under the Advance Payments for Crops Act (Canada);
g) to employ such persons, to conclude such Agreements and to generally do all things as may be necessary to effectively carry out the powers hereinbefore enumerated.

In the spring of 1988, the Potato Commission successfully sponsored a plebiscite which was carried out by the Marketing Council for the establishment of a marketing board. The vote for the marketing plan resulted in 59 in favour, 48 opposed.

The proposed Potato Marketing Board will have the duty of carrying out all the powers presently vested in the Alberta Potato Commission. It will continue to carry on the programs of promoting potatoes, research projects, field services and the administration of the Advance Payment of Crops Act, as with the Commission. Insofar as the Plan provides for the control and regulation of the marketing of potatoes, the Plan will have three principal aspects:

1) the establishment of minimum prices
2) stabilization of returns to producers
3) licensing

The Plan will be financed by the charging and collection of service charges from producers and from license fees.

It is the intention of the new Board to establish minimum prices for potatoes sold for table use and for seed. These prices will be set by a pricing committee which must include five Board members. The minimum price will be determined by this committee in consideration of supply availability and import pressures from other provinces and from the United States. The price will change when the pricing committee observes a significant change in these market pressures. Potatoes for processing are excluded from the minimum price regulation. Also exempt are potatoes that are grown on less than 5 acres of land and seed potatoes sold to a processor under contract for redistribution to process growers.

The Alberta Potato Commission continues to bring news to growers in their producer newsletter "The Common-Tater"

The Commission is composed of the following members and staff:

Tiosh Hironaka (Chairman)	378-4426	Rosemary
Ian McGillivray	345-3169	Coaldale
Gerald Perry	345-4176	Coaldale
Bob Tajiri	654-4134	Vauxhall
Jake Vander Leek	885-4461	Blackfalds
Jim Visser	472-6111	Edmonton
Siebe Ypma	223-8393	Taber
Bernie Butterwick	291-2430	Calgary

The Alberta Potato Commission office is located in Calgary at #244, 2116-27 Avenue N.E. (291-2430).

The Alberta Sheep and Wool Commission

The Alberta Sheep and Wool Commission Plan was implemented in 1972. The function of the Commission is to collect a service charge from producers for promotion, advertising and research. The Commission currently collects $1.00 for each animal sold and 1¢ per pound for wool. The duties of the Commission, as outlined in the Plan and presently being followed, are:

a) To provide for the initiation, support or conduct of programs for stimulating, increasing and improving the economic well being of the sheep industry by developing improved marketing methods, grading standards, quality standards, research and development programs.
b) collect a service charge pursuant to Regulations made by the Council in respect of sheep and wool produced in Alberta.
c) provide for the initiation, support or conduct of studies and research in connection with production; the handling, processing, grading and marketing of sheep and wool, and including studies and research dealing with consumer needs and demands;
d) provide for the initiation, support or conduct of promotional activities dealing with production, handling, processing, packaging, grading and marketing of sheep and wool, with a particular emphasis on lamb production;
e) make funds available to any organization for programs that are compatible with the aims and objectives of this Plan;
f) to recover from a livestock dealer, sheep association or wool dealer as liquidated damages, an amount equal to the fee required by the regulations to be deducted from the sale proceeds payable to a sheep or wool producer to the extent that such livestock

dealer, sheep association or wool dealer has failed to so deduct.

In 1987, for the first time in ten years, the Commission reduced lamb promotion. This was because the Commission felt that it could not compete with the aggressive promotional efforts of New Zealand and Australia in the Canadian market. The Commission's main promotional activities were in-store demos, radio promotions, and participation at conventions and fairs. Some wool promotion was carried out in conjunction with the Canadian Cooperative Wool Growers. The promotion committee has recently developed a new promotional theme which involves a new logo and statement which will be incorporated into all future promotional materials. The committee has also researched consumer attitudes and preferences towards lamb and the Commission's promotional efforts. With respect to national lamb promotion the Commission is exploring areas that may benefit lamb promotion across Canada.

The members of the Alberta Sheep and Wool Commission continue to expand their activities within the province and on a national and international scene.

The Commission's 1987 members and staff are:

Geoff DeBoer (Chairman)	757-2419	Barons
Verl Tolley (Vice Chairman)	553-2182	Fort MacLeod
Kathy Playdon	963-0416	Stony Plain
Rick Keillor	597-2136	Berwyn
Don Risky	782-5262	Lacombe
Edwin Wakefield	584-3783	Fort Assiniboine
Will Verboven (Secretary-Manager)	291-2542	Calgary

The office of the Alberta Sheep and Wool Commission is located in Calgary at #231, 2116-27 Avenue N.E., telephone 291-2542.

The Alberta Sugar Beet Growers' Marketing Board

The Alberta Sugar Beet Marketing Plan was implemented in 1983. The function of the Board is to negotiate prices to be paid to producers and to allot marketing quotas. The duties of the Board, as stated in the Plan are:

a) To establish negotiating agencies to adopt or settle matters regarding minimum prices and terms, conditions and forms of agreements relating to the marketing of sugar beets;
b) to establish a system of quotas for the marketing of sugar beets;
c) to provide for the licensing of
   i) processors, and
   ii) registered producers;
d) to establish and maintain a system of marketing whereby sugar beets are marketed through processors in accordance with the plan and the regulations enacted pursuant to the Act;
e) to initiate and carry out programs in connection with the marketing of sugar beets;
f) to support and co-operate with marketing boards and other organizations having objectives similar to or compatible with the objectives of the Board.

In June 1987, sugar beets became the first crop under the tripartite program. Meetings of the stabilization committee began in June and discussions were held on such topics as the establishment of a cost mode, premium deductions and the deadline for grower enrollment. The president and executive of the Board were called to make representation in Ottawa in regards to the program and to work out the details of the U.S. sugar quota. The grower enrollment into the stabilization plan was 100%. The signing of the tripartite agreement is believed to have assured the future of the sugar beet industry in Alberta.

In 1987, beet quality was very high and turned out to be the third highest yielding commercial sugar beet crop in Alberta's history. There were 609 contracts granted during the year.

The Board of Directors and staff is composed of:

Walter Boras (Chairman)	738-4376	Iron Springs
Paul Thibodeau (Vice President)	223-9087	Taber
Rudy Wall	345-3180	Coaldale
Ed Hranac	345-3888	Coaldale
John Zeinstra	738-4676	Picture Butte
Peter Vanden Dungen	654-4289	Vauxhall
Brian Anderson	223-8532	Taber
Richard Butler	545-6431	Bow Island
Rita McEwen (Secretary-Treasurer)	328-4769	Lethbridge

The Board office is located in Lethbridge at 3514-6 Avenue North (327-3242).

The Alberta Turkey Growers' Marketing Board

The Alberta Turkey Growers' Marketing Plan was implemented in 1966. The function of the Board is to set prices to be paid to producers and to allot marketing quotas. The duties of the Board as summarized from the Plan are:

a) To maintain a fair stabilized price for the regulated product;
b) To develop and maintain the orderly marketing of the regulated product;
c) To provide a uniform high quality of the regulated product for the market;
d) To maintain adequate advertising and promotion of the regulated product;
e) To ensure a continuous year-round supply of the regulated product for the trade and consumer market;
f) To work with marketing boards having similar objectives which may be established in other Provinces of Canada;
g) To provide grants to an organization duly constituted under The Societies Act which has as its objective the partial compensation of turkey breeder flock owners who voluntarily withdraw their flocks from egg production due to designated diseases detected by The Alberta Turkey Health Program.

The Board is a signatory of the Canadian Turkey Marketing Agency. Alberta receives an annual allocation for turkey production from the Agency and in the past few years has been paying fines to the Agency for overproduction.

As a result of the 1987 amendment of the **Marketing of Agricultural Products Act**, the Board is planning to revise its regulations to take advantage of changes in the Act. One change will be to allow the Board to fine growers who overmarket their allocations. This new regulation will be the first major rewriting of the Plan since the Board was formed 22 years ago.

During the year, the Board was involved in a complete review of all previous quota increases and in the development of a new quota increase policy. The quota history of every farm was researched. A detailed history of each farm was sent to the current farm operator and a permanent ledger was established at the Board office.

The new quota increase policy is as follows:

- 35% of all new quota increases are to be offered to new growers
- 65% of all new quota increases are to be offered to existing quota holders
- any deficiency in either category may be offered to the other category
- all of any quota recalled by the Board may be allocated to existing quota holders

Market improvement in total turkey sales enabled the CTMA to increase marketings in 1987 and as a result, the Alberta Turkey Growers' Marketing Board was able to complete the round of quota increases which were started in March 1979. Ten light breed growers who had not obtained a heavy breed increase under the program received a light breed increase and a commitment for a first period term quota starting in 1989. The second round of 1979 heavy breed quota increases did not include light breed quota holders. There is, however, some requirement for more lights and the Board therefore offered a two stage quota increase to the ten light breed quota holders that were not part of the second round heavy increase.

As part of their promotional activities, the Turkey Board hired a home economist to demonstrate the preparation of turkey. They also purchased promotional posters from the CTMA which were distributed to retailers. In efforts to promote "Fresh Turkey Parts" the Board purchased quality counterstrips. March was designated "National Turkey Month" and involved the distribution of 3 million discount coupons.

The members and staff of the Alberta Turkey Growers' Marketing Board are:

Henry Zolkewski (Chairman)	398-2003	Thorhild
Steve Cullum	443-7428	Three Hills
Maria Diamond	337-2811	Thorhild
Les Doell	352-2738	Wetaskiwin
Dale Enarson	877-3951	Ferintosh
Garry Olson	352-3089	Wetaskiwin
Don Potter (Secretary Manager)	465-5755	Edmonton

The Board office is located in Edmonton at 202, 8711A-50 Street (465-5755).

The Alberta Fresh Vegetable Marketing Board

The Alberta Fresh Vegetable Marketing Plan was implemented in 1974. The function of the Board is to set minimum prices to be paid to producers and to see that a system of grading is maintained. The specific purposes of the Plan are:

a) the establishment and maintenance of a stabilized minimum price or prices at which the regulated product or any class or grade thereof whether packaged or handled in bulk may be sold by the producer or the owner of a producer-owned facility to a dealer;
b) the establishment and maintenance of a system of marketing whereby the regulated product is marketed through the regular marketing channels in accordance with the Plan and the regulations enacted in respect to the Plan;

c) the licensing of
   i) dealers;
   ii) designated agencies;
   iii) producer-owned facilities;
   iv) grading stations and approved grading stations;
   v) registered producers;
d) the establishment and maintenance of a system of grading wherein all regulated product must be graded before it is purchased by a dealer;
e) the promotion, development and conduct of programs for improving the quality and standard of the regulated product;
f) the encouragement of and the conduct of research into the production and marketing of the regulated product;
g) the maintenance of a high standard of quality of regulated product;
h) cooperating with the Government of Canada and the Government of Alberta in respect to the maintenance of the quality of the regulated product;
i) co-operating with marketing boards and commissions, co-operatives, corporations and grower associations located in Alberta or other provinces and territories of Canada, which have objectives similar to those of the Board.

During 1987, the Board faced serious difficulties as a result of producers undercutting their prices. Many producers set their prices below the minimum prices which were established by the Board. The Board held a number of special meetings in October, 1987 and January, 1988 to examine the problems of price cutting. The result was the development of an improved procedure for the operation of the pricing committee. New members were added to the pricing committee in hopes that this would result in prices that are closer to the real market.

In 1987, the Alberta Fresh Vegetable Marketing Board developed a pilot project of in-store demos and consumer surveys. The project ran for four weeks in Calgary and the results indicated that the consumer will look for quality before price and that, quality being equal, an Alberta product (if it can be identified) will be purchased before an imported product. As part of its promotional campaign, the Board produced three videos during the year. The video "You Do Have A Choice" portrays the size and value of Alberta's fresh vegetable industry and is to be used for personal viewing by wholesalers. It is made available to television stations and schools within the province. Also produced were "Quic Flips" which are 90 second flips that introduce the nutritional value, recipes and origins of certain vegetables and are to be shown at the produce counter in retail stores. The Board also produced a four minute video dealing with the production end of the industry which is to be used at vocational schools and agricultural seminars. Additional promotions were recently completed that deal with consumer education. Promotion continues to be an ongoing project for the Alberta Fresh Vegetable Marketing Board.

The Alberta Fresh Vegetable Marketing Board members are:

Reuben Huber (Chairman)	378-4573	Rosemary
Loren Coutts (Vice Chairman)	435-6549	Edmonton
Casey Gouw	223-1440	Taber
Dietrich Kuhlmann	476-3384	Edmonton
Curtis Huber	548-6671	Redcliff
Harry Halma	223-8264	Cranford
Bill Henderson	338-2128	Berwyn
Sharon Chmielewski (Secretary Manager)	327-0447	Lethbridge

The Board office is located in Lethbridge at 220E-12 Street A North (327-0447).

The Alberta Vegetable Growers' Marketing Board

The Alberta Vegetable Growers' Marketing Plan was implemented in 1970. The function of the Board is to set prices to be paid to producers after negotiations with processors and to negotiate individual contracts for acreages which are issued by processors. As summarized in the Plan, the duties of the Board are:

a) to maintain and improve the methods and practises of growing, producing, harvesting, transporting, grading, processing, packing, storing and marketing the regulated product;
b) to maintain a fair stabilized price for the regulated product;
c) to maintain and improve the orderly marketing of the regulated product,
d) to provide a uniform high quality of regulated product for processing;
e) to insure that the regulated product is supplied in sufficient quantities which will allow for a continuous year-round supply of the processed product to be available for the trade and consumer market;
f) to require growers to sell the regulated product to or through designated agencies licensed by the Board;
g) to work with marketing boards or organizations in Canada having similar objectives; and
h) to maintain and improve advertising for and the promotion of the processed product.

Alberta vegetable producers faced some significant changes in the industry during the year. Some new markets for corn and julienne cut carrots were opened up. One of the province's major processors, Empress Foods, made attempts to expand the vegetable industry by opening new markets. This will, however, require a considerable amount of time. On the negative side, Alberta pea producers suffered during the year when York Farms, another major vegetable processor in the province, discontinued all pea processing. The industry also noticed a continued decline in the acreage of processed vegetables and a resulting decrease in returns in growers fees for the operation of the Alberta Vegetable Growers' Marketing Board.

The Alberta Board had a representative on the Alberta Horticulture Advisory Committee and the Alberta Horticulture Research Centre Advisory Committee as well as a Unifarm representative.

The Board reports that the acreages for contracts in 1988 appear to be quite stable with some possible increases.

The !987 staff and members of the Alberta Vegetable Growers' Marketing Board are:

James Tanner (Chairman)	223-4167	Barnwell
John VanRyn (Vice Chairman)	345-3600	Coaldale
Henry Dueck	345-3700	Coaldale
Rudy Gregus	223-4339	Taber
Garth Harris	223-3801	Taber
Roy Maier	223-4232	Taber
Ed Richards	345-3192	Coaldale
Arthur Anderson (Secretary-Manager)	223-4242	Taber

The offices of the Alberta Vegetable Growers' Marketing Board are located 5502-48 Avenue, Taber, P.O. Box 2273, telephone 223-4242.

NATIONAL MARKETING AGENCIES

The National Farm Products Marketing Council

The National Farm Products Marketing Council was established in 1972 under the **Farm Products Marketing Agencies Act,** to supervise agencies set up to administer national and regional marketing plans. The Act allows producers of farm products (other than industrial milk and wheat) to develop national or regional marketing plans. Plans including supply management are allowed only for eggs, poultry products and tobacco. There are now four national agencies: eggs, turkeys, chickens and hatching eggs.

In supervising the agencies, the National Council advises the Federal Minister of Agriculture on all matters relating to their establishment, operation and performance. It works with the agencies and provincial marketing councils to promote more effective marketing of the regulated products in interprovincial and export trade. The National Council has the power to call public hearings on any aspect of, or relating to, agency operations, as well as on any proposal to establish a new agency.

The National Council has four duties under the **Farm Products Marketing Agencies Act:**

1) to advise the Minister of Agriculture on all aspects of the Act;
2) to review the operation of agencies;
3) to work with agencies in promoting effective marketing in interprovincial and export trade;
4) to consult with provinces.

The legislation does not provide any role for either National Council or an Agency in the imposition and maintenance of import restrictions. There are presently import controls on eggs, turkeys and chicken and these are administered through the Federal Department of External Affairs.

The National Council supervises the Canadian Chicken Marketing Agency (CCMA), the Canadian Egg Marketing Agency (CEMA), the Canadian Turkey Marketing Agency (CTMA), and the Canadian Broiler Hatching Egg Marketing Agency (CBHEMA). The latter agency was proclaimed in November 1986 and is the first agency to be proclaimed since the establishment of the CCMA in December 1978.

The Canadian Chicken Marketing Agency (CCMA)

The Canadian Chicken Marketing Agency sets a preliminary national production target (quota) and allocates it in advance amongst the provinces in the fall of each year. The quota level is agreed upon by the Agency based on recommendations from its supply management committee; this committee is composed of representatives from all sectors of the chicken industry as well as consumers and provincial governments. Adjustments to the quota may be made periodically in response to changing market conditions during the year. The National Farm Products Marketing Council must approve the Agency's quota order and requires that the Agency justify any departure from the production level which was recommended by the committee. When allocating shares of the national quota to the individual provinces, the Agency first considers the basic provincial market shares set out in the chicken marketing Plan. These shares represent the production levels at the time the Agency was established. Any increase in production must be allocated according to criteria listed in the marketing Plan, such as comparative advantage of production.

The CCMA's administrative costs are covered by a levy which is collected on its behalf by the chicken marketing boards in each province. This levy is included in the Agency's cost of production formula. The National Farm Products Marketing Council must approve the levy annually.

The Canadian Egg Marketing Agency (CEMA)

As a result of the demand for table eggs being fairly stable, the Canadian Egg Marketing Agency's quota requires little change from year to year. The National Council, however, must approve annually the Agency's quota allocations and levy orders.

The quota regulations state rules and requirements relating to the administration of quota and contain the national production target for each year. Because of the different federal and provincial jurisdictions, the CEMA's regulations apply to quota for marketing eggs in interprovincial and export trade, while the regulations of the provincial boards apply to the production and marketing of eggs within the province.

The CEMA uses two levies in the cost of production formula which is used to set producer prices for grade A large eggs. One levy covers the Agency's administrative costs which includes the costs of eggs exported from Canada for surplus removal. The other levy (the consumer levy) funds the Agency's domestic surplus removal program. This producer levy is not passed on to consumers in the COP formula. All levies must be approved by National Council.

The Canadian Turkey Marketing Agency (CTMA)

To encourage producers to schedule production for the early months of the year, the Canadian Turkey Marketing Agency sets a preliminary annual national production target (quota) approximately six months in advance of each calendar year. This quota is then distributed by a formula and a negotiation process amongst the provinces. It is based on factors similar to those used by the Canadian Chicken Marketing Agency. Once the amount of frozen product in storage and its composition by weight of birds, as of January 1, is known, the Agency adjusts the national total and provincial shares in order to ensure that the total annual market demand is met and the surplus storage stocks are at a reasonable level.

The Agency takes into consideration the recommendations of its consultative committee and production committee when setting its annual production targets. The consultative committee represents all sectors of the turkey industry as well as government and consumers. The production committee is composed of the managers of three of the provincial turkey marketing boards. When distributing the total quota amongst the provinces, the Agency first considers the basic provincial market shares which were set out in the turkey marketing plan. As with the CCMA, these are based on production levels at the time the Agency was established. Any increased production must be allocated according to criteria listed in the marketing plan, such as comparative advantage of production. A quota order must be approved by National Council before it can go into effect. The Agency must provide, to National Council, documented justification for quota levels and a rationale for the methodology used to arrive at provincial allocations.

The CTMA's administrative costs are covered by a levy which is collected on it's behalf by the turkey marketing boards in each province. This levy is passed on to consumers in the cost of production formula. The levy must be approved annually by the National Farm Products Marketing Council.

The Canadian Broiler Hatching Egg Marketing Agency

The Canadian Broiler Hatching Egg Marketing Agency sets a preliminary production target for each signatory province in the fall of each year. This target is based upon a formula agreed upon by the signatory provinces. This formula is the sum of 1) the 1981-1985 base allocation 2) the difference between the base and the previous year's production in each province and 3) an adjustment to the allocations to match the increase in chicken production in each province. The 1981-1985 base allocation is the five year average of the number of hatching eggs set adjusted for interprovincial movement, exports and imports. A separate calculation is made for each province whether or not it is a member of the Agency. Adjustments to the provincial allocations will be made throughout the year in response to changing market conditions. The National Council must annually approve the Agency's quota regulations including the quota order.

The levy to cover the Agency's administrative costs is collected on the Agency's behalf by the broiler marketing boards in each member province. The levy must be approved by National Council.

COUNCIL MEMBERS AND STAFF

HARVEY BUCKLEY

Harvey Buckley has been a member of the Marketing Council since 1972 and was appointed Chairman in 1981. He has been involved in a family owned farming and ranching business since 1952. He resides on his ranch in the Cochrane area.

Harvey is a member of the following organizations: the Western Stock Growers' Association, the Society for Range Management and the Calgary Chamber of Commerce Agriculture Bureau. He is the Secretary-Treasurer of a number of local stock and grazing associations. He is the Vice-President in charge of fund raising for the Friends of Cochrane Ranche Historical Society.

Harvey is an associate with McKinnon Allen Agricultural Consultants and with Beef Booster Cattle, Alberta Ltd. In 1986 Harvey received the Alberta Achievement Award of Excellence for his contributions to the field of agriculture.

DOUG CASWELL

Doug Caswell was appointed to the Marketing Council in 1987. Doug has been employed with the Alberta Wheat Pool for the past 17 years. He resides in Calgary. He is the Past President of the Marlborough Park Community Association and has always been very involved in community activities.

ISABELLE (DOLLY) DRAKE

Dolly Drake was appointed as a consumer representative to Marketing Council on June 1, 1987. Dolly has resided in Edmonton for the past 30 years.

Dolly's employment history involves office management, banking and bookkeeping.

Dolly has been a volunteer worker for the Cancer and Heart Funds. In the past she has been involved with the Home and School Association, Junior Choir and Brownies. Dolly is actively involved with golf, curling and bowling associations. She serves on a golf executive committee in a club capacity. Over the past 10 years, Dolly has travelled extensively overseas with her husband to Czechoslovakia, Switzerland, Spain, Japan and Australia.

GARRY BENOIT

Garry Benoit was appointed to Marketing Council in February of 1988. Garry resides in Edmonton and is currently Manager of the Commodity Development Section, Marketing Sector, Alberta Agriculture.

Garry's experience includes a mix of Federal Government, Provincial Government and private sector managerial experience in agriculture. Highlights of his varied experience include 4 years in Washington, D.C. with the Canadian Foreign Service covering agricultural responsibilities; three years in Ottawa as Director of Governmental Affairs for the Canadian Cattlemen's Association; 5 years with Agriculture Canada at various locations across Canada and more recently 7 years with the Marketing Sector of Alberta Agriculture.

Garry was raised on a livestock and grain farm near Lloydminister and has several years of farming experience. He graduated with a Bachelor of Science in Agriculture from the University of Alberta in 1967.

TOM THURBER

Tom Thurber was appointed to the Marketing Council in 1978. He resides at Winfield where for the past 25 years he has run a cow-calf operation.

Tom was Chairman of the Alberta Cattle Commission for two terms, 1978 - 1979. He served as a reeve for the County of Wetaskiwin during 1984, 1985 and 1986. During 1986, 1987 and 1988 he served as Chairman of the Breton Hospital Board. He is a previous member of the Alberta Weather Modification Board and of the ADC Appeal Committee in Wetaskiwin.

AARON FALKENBERG

Aaron Falkenberg was appointed to the Marketing Council on April 2, 1987. He resides in Sherwood Park where he is a full-time broiler chicken producer. He has been raising broilers since 1971.

Aaron spent a three year term on the Alberta Chicken Producers' Marketing Board, three years with the Alberta Broiler Producers' Association and one year with Farming For The Future. He was also a delegate for Lilydale Co-Op from 1977 to 1982.

Aaron attend the University of Alberta for 2½ years where he majored in Agricultural Economics. He is a past Board member for the Strathcona Christian Academy and currently is a Board member of the Quarter Horse Association of Alberta.

RON HIERATH

Ron was appointed to Marketing Council on June 11, 1987. He resides at Milk River where he owns and operates a grain and hog farm.

Ron is involved in various organizations in the following positions:

- Chairman, Alberta Agricultural Development Corporation Appeals Board, County of Warner
- Director and Life Member, Western Canadian Wheat Growers' Association
- Member, Milk River Agricultural Society
- Past Delegate, Alberta Pork Producers Marketing Board
- Past Director, Dri Land Feeders Ltd.
- Director, Chinook Gas Co-Op
- Chairman, Regional Recreation Board, Warner County
- Member, Milk River Elks Club
- Past President and Member, Kinsmen Club of Milk River

Ron attended the Southern Alberta Institute of Technology for two years where he studied Mechanical Technology. He also attended the University of Lethbridge where he was enrolled in the Faculty of Commerce for two years.

JOHN PRENTICE

John Prentice was appointed to Marketing Council on April 2, 1987. John has been President of Standard Hog Farms Ltd. (located in Calmar) since 1965.

In the past, John has been involved in several organizations in the following capacities:

- President, Western Hog Growers Association
- Director, Unifarm
- Member, Swine ROP Committee
- Director, Alberta Pork Producers Marketing Board
- Director, Canadian Pork Council
- Charter Member, Bank of Montreal Agricultural Advisory Panel
- Trustee, Alberta Agricultural Research Trust.

John is a member of the Alberta Institute of Agrologists, the Alberta Agricultural Economics Association, the Canadian Society of Animal Science and he currently sits on Farm Debt Review Board panels.

KEN SMITH

Ken Smith was appointed the General Manager of Marketing Council in August 1987. He is a longtime resident of the Hamlet of Sherwood Park.

For the twelve years prior to this appointment to Marketing Council Ken was principally a practising lawyer with a firm he had established in Edmonton. Ken has an extensive background in law and agriculture:

- B.Sc. Agriculture, University of Alberta
- M.Sc. Agricultural Economics (Marketing), University of Alberta
- LLB. University of Alberta
- University of Alberta, part-time lecturer in law for faculties of Agriculture, Forestry and Extension, 1975 to present
- Director, Coronet Trust, 1980 to present
- Member of several charitable organizations and:
  - Law Society of Alberta
  - Alberta Institute of Agrologists
  - The Canadian Tax Foundation
  - Alberta Economics Society

COUNCIL'S 1987-1988 ACTIVITIES

Change in Staff and Council Personnel

The Marketing Council experienced considerable personnel changes during the year. New Council members are Doug Caswell, Isabelle Drake, Gary Benoit, Aaron Falkenberg, Ron Hierath and John Prentice.

In August 1987, Mr. Ken Smith became the General Manager of Marketing Council, replacing Mr. Tom Sydness who had been with the Council for the previous thirteen years. In September Ms. Diane Aves joined the Council in the role of secretary. In December, Council's Secretary, Mr. Terry Appleby, vacated his position and will be replaced shortly.

Quota Management

In 1983, the Alberta Agricultural Products Marketing Council commissioned a study of quota management policies and transfer systems in Canada. Employing the principles identified in the study, Council developed a Quota Transfer Policy in consultation with the supply management marketing boards in the province. The objective of this policy was to provide a method by which one producer may transfer his or her quota to another individual independent of production facilities.

Several key issues make the development of a general policy difficult. Firstly, each of the supply managed industries has its own peculiar quota problems which a policy needs to address. Secondly, although there are many other factors which influence the price of quota other than profitability, critics of supply management often point to these prices as a reflection of excess profits. On the other hand, quota transfer without facilities contributes to production efficiency gains which translates into lower cost of production and ultimately lower consumer prices.

The quota transfer policy is available for the various boards to implement, however, Council views this policy as a minimum requirement which should address the concerns which are common to all commodities. The various boards will undoubtedly want to expand on this policy to address the more specific issues facing their respective industries.

Currently, the Alberta Hatching Egg Board has accepted and adopted Council's policy and discussions are being held with the remaining boards to consider this proposal.

New Marketing Plans Reviewed in 1987

Council provided assistance to many grower associations and a number of other commodity groups which were assessing the possibility of using the marketing legislation. The following four groups have met with Council in the 1987-88 fiscal year to explore the possibility of forming a commission:

1) Pulse Growers' Association
2) Western Barley Growers' Association
3) Soft Wheat Growers' Association
4) Canola Growers' Association

All groups are presently in the early stages of investigating the feasibility of becoming a commission and/or writing the initial draft of their Plan.

REVIEWS AND APPEALS UNDER THE ACT

The 1987 **Marketing of Agricultural Products Act** completely restructured the appeal mechanism under the previous legislation. The new Act contemplates two types of appeals: one from a decision of Council, and a second one being an appeal from an order, direction or decision made by a board or commission established under the Act.

Section 37 of the Act allows any individual or corporation that has been affected by an order, direction or decision of Marketing Council to have the Council review the matter, provided such review is called for within 60 days. The Act does not contemplate any further appeal from a decision of Marketing Council.

Under Section 36, an individual or corporation that is affected by an order, direction or decision of a marketing board or marketing commission, as established under the Act, has a separate and special right of appeal, and this was the major change with the new legislation.

The person or corporation affected by a decision of a marketing board or a marketing commission may, within 60 days of hearing of the decision, require the board or commission to review the matter. This same individual or corporation may then subsequently further appeal the matter following this review to an independent Appeal Tribunal.

On August 5, 1987 the Honourable Peter Elzinga appointed 5 members to the newly established Appeal Tribunal. These members are:

Earl Masterson (Chairman), producer from Mayerthorpe;
George Visser, producer from Neerlandia;
Louis Golka, producer from Hardisty;
Dave Hopkins, meat processor from Mirror; and
Robert Mitchell, producer from Pincher Creek.

This Tribunal has heard several appeals since the proclamation of the new Act, and these will be briefly summarized following.

The Appeal Tribunal obtains its administrative support through the offices of Marketing Council and Kenneth D. Smith, General Manager of Council acts as legal advisor. For further information or for the filing of formal appeals please contact Marketing Council's Office directly, #305, 7000 -113 Street, Edmonton, Alberta T6H 5T6, telephone (403) 427-2164, to the attention of Ken Smith.

Members of the Appeal Tribunal:

EARL MASTERSON

Earl Masterson is a producer and feedlot operator from Mayerthorpe. He shares his operation with two sons. He is a Director of Paddle Valley Products Ltd., an alfalfa processing plant in Mayerthorpe. He was a member of Marketing Council from 1972 to 1986 and is presently the Chairman of the Appeal Tribunal.

LOUIS GOLKA

Louis Golka is a producer from Hardisty where he runs a mixed farming operation.

His work experience includes eighteen years as the President of Hi-Grade Feeders Ltd. in Hardisty. In the past he has also owned and operated a finance company, served on a farm machinery advisory council, worked as a gravel contractor, and owned and operated a trucking firm.

Louis is presently Chairman of the Hardisty Hospital Board. He is President of a company engaged in the feeding and export of cattle as well as President of a financial consulting company for small business development and farmers.

Louis has had extensive involvement in community and volunteer activities. These activities include:

Board of Directors - Flagstaff-Hughenden Hospital (1980-1985)
Mayor of Hardisty (1977-1980)
Director, Alberta Cattle Feeders Association (1969-1975)
President, South Park Grazing Association (1964-1975)
Director, Hardisty Rodeo Association (1949-1960)

Louis has also been actively involved in the construction of the Hardisty curling rink and arena and has played an important role in the Hardisty Elks Club.

DAVID HOPKINS

David Hopkins is the owner and operator of a meat processing plant in Mirror. Though he was born in Edmonton, David was raised and educated in Lacombe.

He is presently the Charter President of the Mirror Lions Club. He is Vice President of the Mirror Chamber of Commerce and is the Director of the Business Development Centre in Mirror. David also served on the Mirror Village Council.

ROBERT MITCHELL

Robert Mitchell is a rancher from Pincher Creek. He has been involved in several organizations in the following capacities.

Chairman, Pincher Creek AADC Committee
Zone Representative, Alberta Cattle Commission (was a Director for 11 years)
Finance Committee Chairman, Alberta Cattle Commission
Director, Canadian Cattlemen's Association
Finance Committee Chairman, Canadian Cattlemen's Association
Chairman of a national beef industry task force
Director, Waldron Grazing Co-Op (12 years, 6 as President)
Director, Beef Information Centre (8 years, 4 as Chairman).

Robert also plays a role in numerous local boards and associations.

GEORGE VISSER

George Visser is a producer from Neerlandia where he operates a hog, layer and grain farm with his sons. In addition to local involvement, George has been a Director of the Alberta Egg and Fowl Marketing Board, Director and Chairman of the Neerlandia Co-Op, Regional Director of the Alberta PC Association and past Chairman of the Misty Ridge Ski Club. He is a councillor and school trustee of the County of Barrhead and Chairman of the Barrhead Service Board.

George is a former member of Marketing Council.

Since it's establishment in the fall of 1987, the Appeal Tribunal has heard five appeals. Each of these appeals dealt with decisions made by one of the quota boards (eggs, chickens, turkeys). The subject matter of each appeal has been unique. To date, it appears that the Appeal Tribunal has been successful in fulfilling the expectations and requirements outlined in the new Act.

The decisions on each of the five described appeals were rendered during the Tribunal's first year of operation (the fiscal year of the Crown; April 1, 1987 - March 31, 1988). The Appeal Tribunal continues to deal with producers and marketing boards and commissions on an ongoing basis.

Appeal against the March 5, 1987 and February 9, 1988 decisions of the Alberta Egg and Fowl Marketing Board

An Alberta egg producer appeared before the Appeal Tribunal on two separate occasions. The second appearance was in essence a continuation of events from circumstances which were considered in the first Appeal.

In early 1987, Council received a letter of appeal from the producer against the Alberta Egg and Fowl Marketing Board. During the early part of the year the Board, after learning of the Appellant's sale of his production facility, reduced the production and possession quotas granted to the facility to zero. The Board then issued conditional production and possession quotas to the new owner.

The Respondent's decision to reduce the Appellant's quota to zero was the subject matter of the first Appeal. The Tribunal concurred with the Board's decision as the regulations of the Board as well as Alberta regulations state that a sale of any production facility which has quota allotted to it cannot be properly completed without the approval of the Board.

The second Appeal occurred as a result of foreclosure and the original owner being forced to keep the facilities. The original owner applied to the Board for a new license and quota but was denied. The Appeal Tribunal felt that the original owner had been judged for many years as fit to have and to continue to hold a license. The Tribunal suggested that the license should be granted and that quota should be granted on a conditional basis.

Appeal against the June 10, 1987 decision of the Alberta Chicken Producers' Marketing Board

In 1984, a chicken producer (the Appellant) purchased land and facilities from another producer (the Vendor). In this sale, the Vendor sold only a portion of his total enterprise and as a result, the Vendor's existing quota was split in order to transfer some to the new owner. The Appellant was allocated 18,100 square feet of quota (a portion of the quota previously owned by the Vendor).

It has been a long-standing policy of the Alberta Chicken Producers' Marketing Board that if a quota is divided, only one of the units will be offered quota increases if any are available for five years from the date of the purchase. The Board, however, had no written record whatsoever as to which party would receive the quota increases.

In early 1987, the Vendor sold the remainder of his quota to another producer and this producer received a 2,000 square foot quota increase. Subsequent to this, the

Appellant requested that he be given a similar 2,000 square foot increase in his quota. When the Board (the Respondent) denied his request, the Appellant appealed the matter to the Marketing Council.

The Appeal Tribunal indicated that as it has always been the Board's policy to review the written documentation in each situation, the Board had failed in the beginning of this case to determine which party was entitled to the quota increases. The Tribunal also noted that the Board has established policies which are not consistent with it's regulations and which are not in writing. The Tribunal suggested that the decision of the Board be rescinded and that the Appellant be granted a quota increase of 1,000 square feet of broiler quota.

Appeal against the April 24, 1987 decision of the Alberta Turkey Growers' Marketing Board

The Appellant had been in the turkey business since the late 1950's, before the establishment of the Alberta Turkey Growers' Marketing Board. He claims he had never been notified of the necessity to apply for quota and has only recently become aware that a legal quota is required. The Appellant claims that when he became aware of this requirement he applied to the Board for quota. The Board denied his request as they felt that they did not want to bypass other applicants on the quota application list to satisfy someone who had been "subverting the system".

The Appellant appealed the decision to the Board where it was again denied. He then appealed to the Marketing Council. The Appeal Tribunal felt that because the Appellant was doing his own processing and marketing from his farm gate he was exempt from the Board's Regulations which define "regular marketing channels" as "marketing channels whereby turkeys are processed, marketed, transported by persons required to be licensed or registered with the Board under the Plan." The production from the Appellant's farm had always been marketed from the farm gate and therefore always had been exempt from the Regulations.

The Tribunal recommended that the Appellant be granted quota in an amount equal to their five year average. The Tribunal also recommended that should the Board have given its producers any increases since the passing of Regulation 292/86, then the Appellant should receive his equivalent share of such expenses.

Appeal against the December 18, 1987 decision of the Alberta Turkey Growers' Marketing Board

This Appeal began with a request from the Appellant to the Alberta Turkey Growers' Marketing Board. The Appellant requested a permit to raise 3,000 heavy tom turkeys (over 10 kgs. dressed weight) for marketing during the first four months of 1988. The Appellant was not previously a quota holder but had operated a custom feeding operation where he had raised this same number of heavy turkeys for processing in his own plant. When the Board denied his request, the Appellant appealed the decision to the Marketing Council.

The Tribunal felt that the Board's refusal to grant this permit left the Appellant in a position of not being able to get a supply of heavy turkeys. The Appellant established that heavy birds were not available to him within a reasonable distance from his plant. The Tribunal felt that the Board had not made any inquiries or initiatives to assist the Appellant with this problem and that it had therefore failed to meet its obligation under the Plan: "e) To insure a continuous year-round supply of the regulated product for the trade and consumer market".

The decision of the Appeal Tribunal was that it was unrealistic of the Board to refuse the Appellant's request for a permit. The Tribunal believes it is important to avoid issuing permits to processors wherever possible but in this particular case, a permit should have been issued to the Appellant. When permits are required for special circumstances they should be of short duration and should terminate when quota holders can adequately meet increases.